



UNITED CORNWALL FC

Funding Model and Sustainability



A project by:



Getting a session up and running

To help us get sessions off the ground we require funding or sponsorship to be in place for the first 12 months. This helps us cover management, equipment and promotional costs. It also helps us reduce the risk of low attendance and player payments whilst we build that core group of players.

During this period we need to continue with player payments to set a future precedent, whilst also helping with ongoing costs (Insurance, Website, Management etc.)



Long-Term Sustainability

After the first 12 months, we should have the core players and volunteers in place to carry the group forward.

Whilst we will continue to explore funding and sponsorship opportunities, the only way a group can secure its long-term future is by making sure player payments cover the costs.

This includes pitch hire, equipment and insurance.

Even when funding or sponsorship is in place, this is often ring-fenced and doesn't cover all costs. There will also be periods between funding which we still need to cover costs.



Management Costs

Grow Cornwall CIC has a small team all of Project Officers who work a couple of hours per week. Their role includes making sure Session Leads are in place, but also important behind the scenes support.

These management costs are currently covered thanks to funding from The National Lottery Community Fund and this is in place until Jan 2028.

If we are no longer able to cover this through funding or player payments, we will work with the groups in the hope that they can continue without our ongoing support.

This will include passing on responsibility for promotion, collecting payment and player sign up.

All groups playing under the UCFC banner, will have to continue with our ethos.



Session Sponsorship

Session Sponsorship plays an important role in securing the long-term future of our sessions.

It takes the financial pressure off, whilst also allowing us to use Player Payments for other costs (such as website and email, promotion, accountancy and insurance - which are all vital to the club).

If you play at a session that has sponsorship, it is important that Player Payments continue under our Guidelines.



**Cornwall
Community
Foundation**



Supported by
**Kenwyn Parish
Community Fund**



Can't afford to play?

We are a club built on good will. We don't want finances to be a barrier to playing sport and therefore if someone is genuinely struggling we want them to feel welcome to attend to get their football fix.

If you cannot afford to pay, please speak with management to make us aware, and we kindly ask you get your football fix by attending one session per week.

Case Study:

A player unfortunately lost their job. Prior to this they were paying monthly. They had a quiet word and asked if they could stop paying for a short period whilst they find work. We welcomed them to our sessions and hoped by keeping active and checking in with others we were a positive during a tough period

When the player once again found employment, they went back to the monthly payments.



Securing the future of your session

We promote the 3 ways in which you can support UCFC. They are:

1. Pick your session(s) and attend as much as possible.
2. Make sure you are paying for the sessions you attend. This is done on good will and please don't take advantage. More information on this in our Player Payment Guidelines.
3. Play in the UCFC way - by making the games as welcoming and inclusive as possible, we can keep the numbers and morale high. This increases player payments and reduces management costs.



THANKS AS ALWAYS
FOR YOUR SUPPORT!
GET IN TOUCH IF YOU
HAVE ANY QUESTIONS.

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